

### ABSTRACT

The present invention provides an improved product holding and dispensing package. More specifically, the present invention provides a package and method by which a gum product can include information concerning giveaways, sweepstakes, contests, etc. In an embodiment, a gum package having giveaway information is provided. The gum package includes a body. The body defines opposing end walls. A tab attaches to the body, whereby a consumer can grasp the tab to remove one of the end walls. The removable end wall allows the consumer to remove a gum product from the body and also to view the giveaway information.

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